

ABSTRACT

Electronic tickets, electronic coupons, or the like are issued to customers who visit stores selling merchandise or event halls, thereby enlarging the customer base, improving the pulling power of the event hall, promoting the sale of merchandise, etc. A system for providing rights information includes a management server with a for storing a plurality of electronic tickets or coupons. The management server receives information on a customer from an in-store terminal, searches for an electronic ticket or coupon based on the customer information, and issues the electronic ticket or coupon to the customer.